

Safeguard Data for Analytics and AI Applications With DataVantage DME[®] Data Masking Express[™]

DataVantage DME[®] Data Masking Express[™] (DME) offers a powerful, cost-efficient solution for organizations managing sensitive mainframe data in environments like Db2, IMS, and VSAM. With advanced data masking capabilities, DME enables organizations to prepare data for analytics and AI workflows while ensuring sensitive details—such as Personally Identifiable Information (PII), Protected Health Information (PHI), and financial information—remain secure.

Designed for seamless integration, DME works effortlessly with your existing mainframe tools, enabling the secure preparation of data without disrupting workflows or compromising accuracy. By ensuring analytics-ready data is both usable and protected, DME supports businesses in deriving critical insights while maintaining strict compliance with regulatory requirements like GDPR, HIPAA, and CCPA.



Protect Sensitive Data

Mask sensitive data during the copy process—your data is then protected for DevOps, quality assurance, and other non-production uses.



Short and Simple

Install the solution in hours as an application program and start masking and managing data immediately for quick return on investment.



Cost-Effective Subscription Model

Make good on the mantra “Do more with less.” DataVantage DME lets you benefit from flat-rate pricing without hidden fees.



Boost Security Across Use Cases

Safeguard protection data and mitigate the risk of a data breach—all in one powerful tool for Db2, IMS, and VSAM environments.



Compliance Made Simple

Meet PII, PHI, PCI DSS, GDPR, and other privacy requirements without barriers to reduce the risks of non-compliance penalties.



Runs Alongside Your Current Software

Avoid disruptions. DataVantage DME works seamlessly with your existing mainframe data management tools.

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DME Features and Benefits

Unlock the full potential of your data with DataVantage DME Data Masking Express. By securely masking sensitive information while preserving its usability, DME empowers organizations to gain actionable insights without the risk of data exposure or non-compliance penalties. With a focus on operational efficiency and compliance with frameworks like GDPR, HIPAA, and CCPA, DME streamlines the preparation of analytics-ready data, enabling businesses to innovate with confidence. Here's how DME can work for you:

- **Enable Secure AI and Analytics Workflows**

Preparing data for analytics and AI initiatives often requires large-scale data sets that include sensitive information. With DME's masking capabilities, your organization can prepare data for analysis without compromising privacy or compliance.

- **Ensure Regulatory Compliance**

Data regulations like GDPR, HIPAA, CCPA, and PCI DSS require organizations to carefully protect sensitive information. DME simplifies compliance by masking PII, PHI, and financial data across the enterprise. Customizable rules ensure consistent masking methods are applied.

- **Maintain Workflow Continuity**

Unlike solutions that interrupt operations, DME integrates seamlessly with existing systems, ensuring data security without derailing business

workflows. IT teams can prepare secure data sets for analytics and AI projects without delays or additional disruptions.

- **Faster Implementation and ROI**

Time-effective installation allows businesses to start preparing compliant, analytics-ready data within hours. By masking sensitive information while preserving data quality, organizations can harness insights immediately and maximize the return on their investment in analytics and AI tools.

- **Cost-Efficient Data Preparation**

DME combines data masking, extraction, and subsetting into one tool, offering a streamlined solution for preparing high-quality datasets. Its flat-rate pricing model ensures budget predictability, empowering enterprises to focus resources on strategic initiatives like AI development and advanced analytics.

Why Choose

DataVantage DME?

Prepare your data securely and efficiently with DME's advanced masking and data management capabilities. Its ability to protect sensitive information while ensuring usability enables your organization to extract actionable insights without sacrificing security. Customizable rules, robust logging, and seamless integration make DME a trusted solution for organizations prioritizing both data security and analytics success.

See for Yourself

Contact us at sales@datavantage.com to discover the power of DataVantage DME with a comprehensive demo. See how it transforms data visualization and editing, improves operational efficiency, and enhances data management.